

Message Text

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SUBJECT: SOCIALIST COMPETITION CAMPAIGN FOR 1977 ANNOUNCED

REF: 76 MOSCOW 0990

SUMMARY. THE CENTRAL PRESS ON JANUARY 11 CARRIED A FOUR-COLUMN FRONT-PAGE DECREE BY THE CENTRAL COMMITTEE, COUNCIL OF MINISTERS, AND TRADE UNION AND KOMSOMOL CENTRAL ORGANS CALLING FOR BROAD-BASED "SOCIALIST COMPETITION" IN 1977 AND THEREAFTER TO "FULFILL AND OVERFULFILL" THE TASKS OF THE TENTH FIVE-YEAR PLAN (1976-80). EMPHASIS THROUGHOUT IS ON ACHIEVING A "WORTHY" OBSERVANCE IN 1977 OF THE SIXTIETH LIMITED OFFICIAL USE

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ANNIVERSARY OF THE REVOLUTION. END SUMMARY.

1. SETTING AS ITS SLOGAN "TO WORK BETTER, TO RAISE EFFECTIVENESS AND QUALITY", THE DECREE CALLS FOR THE COMPETITION TO CENTER ON THE FOLLOWING GOALS: (1) INCREASE EFFECTIVENESS OF PRODUCTION AND QUALITY OF WORK WHILE UNCONDITIONALLY FULFILLING OR OVERFULFILLING ALL PLANS, (2) RAISE LABOR PRODUCTIVITY BY FASTER

INTRODUCTION OF MECHANIZATION AND AUTOMATION OF PRODUCTION, (3) USE MORE EFFICIENTLY CAPITAL FUNDS AND EQUIPMENT, (4) STRENGTHEN ECONOMY MEASURES, (5) ACHIEVE HIGH QUALITY STANDARDS IN ALL GOODS PRODUCED, (6) INCREASE TEMPO OF SCIENTIFIC-TECHNICAL INNOVATION, (7) COMPLETE NEW PROJECTS ON TIME AND SPEED-UP RECONSTRUCTION AND RE-EQUIPPING OF EXISTING PLANTS, (8) "UNINTERRUPTED" SUPPLY OF RAW MATERIALS, FUEL, ENERGY AND METAL TO MEET GROWING ECONOMIC DEMAND, (9) PRODUCE AND SUPPLY GOODS IN THE ESTABLISHED NOMENCLATURE AND ASSORTMENT, (10) INCREASE OUTPUT AND SALE TO THE STATE OF GRAIN, MEAT, MILK AND OTHER AGRICULTURAL AND MEAT PRODUCTS, (11) INCREASE OUTPUT AND VARIETY OF CONSUMER GOODS, (12) IMPROVE TRANSPORT AND COMMUNICATION SERVICES, AND (13) RAISE WORK EFFECTIVENESS OF WORKERS IN THE NON-PRODUCTION SPHERE. THE MAIN OBJECTIVE CITED IN THE DECREE IS TO "SIGNIFICANTLY EXCEED" PLAN GOALS FOR THE "JUBILEE YEAR", 1977, AND THEREBY CREATE A "RELIABLE GUARANTEE" FOR THE SUCCESSFUL FULFILLMENT OF THE FIVE-YEAR PLAN AS A WHOLE.

2. TO ACCOMPLISH THESE GOALS, AN ALL-UNION "SOCIALIST COMPETITION" IS TO BE ORGANIZED ON AN ANNUAL BASIS AND FOR THE FIVE-YEAR PLAN AS A WHOLE. THE INCENTIVES OFFERED INCLUDE CERTIFICATES, COMMEMORATIVE GIFTS, CASH PRIZES, COMMEMORATIVE SEALS, AN INCREASE TO 15 IN THE NUMBER OF USSR STATE PRIZES, AND AN ANNUAL TOTAL OF 150,000 CUT-RATE TOURIST TRIPS IN THE USSR AND "FRATERNAL SOCIALIST COUNTRIES." THE DECREE, IN PARTICULAR, CALLS FOR MORE USE OF MATERIAL INCENTIVES, I.E., CASH PRIZES,

TO STIMULATE THE VICTORS IN THE "SOCIALIST COMPETITION".
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3. COMMENT: THIS YEAR'S OPENING OF THE "SOCIALIST COMPETITION" CAMPAIGN WAS NOTEWORTHY FOR STYLE MORE THAN CONTENT, WITH SUBSTANTIAL FRONT-PAGE COVERAGE FOR THIS HOARY THEME. THE BASIC OBJECTIVES AND MECHANISMS DO NOT DIFFER GREATLY FROM LAST YEAR'S ANNOUNCEMENT, REFTEL, BUT THERE IS MORE EMPHASIS ON QUALITY AND EFFECTIVENESS IN PRODUCTION, IMPROVED CONSUMER GOODS OUTPUT AND "RELIABLE" FUEL AND RAW MATERIAL SUPPLY. THE NOVEMBER ANNIVERSARY SLOGANS LAST YEAR GAVE THE SUBJECT LESS PROMINENCE AND IN BOTH THE BAYKOV AND BREZHNEV REPORTS TO THE OCTOBER CENTRAL COMMITTEE PLENUM, NO MORE THAN PERFUNCTORY MENTION WAS MADE.
TOON

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